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News

Serving America's #1 Market

Mazzeo's newest chapter is a real page-turner

Linda Barr
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Weichert broker featured in new book

After 30 years buying and selling Manhattan real estate, Jim Mazzeo, owner of Weichert Realtors® - Mazzeo Agency in Manhattan, is a recognized authority on the business, so it was no surprise when a publisher asked him to contribute to a new book for brokers and agents.

A Brooklyn native, Mazzeo launched the first-ever Manhattan franchise for Weichert Real Estate Affiliates in 2001 following an up-the-ranks career that began as a housing assistant with the New York City Housing Authority.

From his entrance into the field as a rental agent, Mazzeo rose to prominence in sales at an independent Manhattan agency selling co-ops and condos, primarily lofts in Soho and Tribeca. He was promoted to sales manager in 1991 and then was named director of sales for the company's three office locations.

Prior to joining the Weichert franchise roster as an owner, he spent five years building a sales division for Manhattan Apartments.

Today, Mazzeo is a mentor to many in the brokerage community and a source that's frequently called upon by the media for his expertise on Manhattan area residential real estate.

In the new book, *New York Real Estate Client Strategies*, Mazzeo takes that one step further and pens a whole chapter titled 'Only in New York' in which he both reflects on his own career as a Manhattan agent, broker, manager and owner and offers his advice on working in a city that he says is completely different than in the rest of the country.

In his chapter, Mazzeo explores those differences while tapping into all the components that create a day-to-day "routine" on the sidewalks of New York, where "there is no walk-in traffic," and open houses "are frequented quite often by sellers who attend to get an idea of pricing for their



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